

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 17 TITLE: NIGMS Web Site Management

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: One year from date of award, with options for two additional years.

C. PRICING METHOD: Firm Fixed Price –

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, “RFTOP#17 – Proposal.” A signed task order form will later be requested from the successful offeror.

E. RESPONSE DUE DATE: Wednesday August 22, 2001 at 4:00 PM.

F. TASK DESCRIPTION:

The National Institute of General Medical Sciences (NIGMS) is a component of the National Institutes of Health (NIH) that is responsible for planning, organizing, and administering a variety of grant, contract, and other programs designed to support biomedical research and research training. NIGMS-supported research forms the foundation needed to make advances in understanding disease. NIGMS is organized into five divisions (Cell Biology and Biophysics; Genetics and Developmental Biology; Pharmacology, Physiology, and Biological Chemistry; Minority Opportunities in Research; and Extramural Activities) and five offices (Director; Administrative Management; Communications and Public Liaison; Program Analysis and Evaluation; and Scientific Review). The Institute has a staff of approximately 160 employees and is located in the Natcher Building at 45 Center Drive, Bethesda, Maryland.

In January 1995, NIGMS Office of Communications and Public Liaison (OCPL) staff began researching the steps necessary to build the foundation for the NIGMS Web site on the Internet. The site (<http://www.nigms.nih.gov>) went online later that year. It is now accessed by more than 30,000 different users a month. The Web site is a comprehensive and easy-to-navigate repository for the most current official information about NIGMS. Presently, information on the Web site is available under five major headings: About NIGMS, News & Publications, Funding, NIGMS Staff, and Links. A redesign/reorganization of the site is planned.

Major users of the NIGMS Web site include scientists who are currently receiving grant support from NIGMS or scientists who are interested in applying for support. Many of these scientists are at major

universities or other research institutions, but some are located at less research-intensive academic institutions, including a number of institutions that have high enrollments of minority students. Other key users of the site include teachers and students; staff of professional scientific societies; policymakers; reporters; and NIGMS staff, who find the site to be a convenient source for the latest information in a number of areas.

The NIGMS Web site plays an integral role in supporting the mission of the Institute. It is critical that the Web site be maintained as a useful resource for its users and that its scientific, technical, and aesthetic components represent NIGMS appropriately.

The Web site is housed on an NT server in the NIH Center for Information Technology (CIT). The NIGMS OCPL is responsible for the day-to-day content management of the site.

Contractor Requirements

NIGMS requires support in all aspects of the management and development of its Web site. It is expected that this support will include an on-site (at NIGMS) contractor to fulfill the role of NIGMS Web Site Manager. Specifically, the work to be performed includes, but is not limited to:

Content Development and Management

- Receive, solicit, analyze, write, edit, clear, and post material on the site.
- Interact with technical, scientific, communications, and managerial staff at NIGMS to facilitate involvement and enthusiasm of all parties who are or will be involved in content development.
- Work with NIGMS staff to solicit and, when appropriate, implement their ideas regarding additions to and augmentation of Web site content and tools.
- Maintain the site's currency with respect to activities within NIGMS, NIH, and the biomedical community that affect and/or inform the content of the Web site.
- Organize and present the content in effective and aesthetically pleasing ways.
- Work with HTML coding contractors and OCPL staff to ensure that content is up-to-date and accurate and that all links on the NIGMS Web site are functional and appropriate.
- Evaluate and, if appropriate, select content management software; prepare justifications/purchase requests necessary to acquire and license the selected and approved software; and implement the transition to such software.

Web Site Management

- Develop a reorganization/redevelopment plan for the Web site, present this plan to NIGMS for consideration and approval, and implement the plan.
- Ensure that all content and graphics on the Web site are compliant with all Federal and applicable standards, including adherence to the accessibility requirements of Section 508 of the Rehabilitation Act.
- Work with designers, graphic artists, and technical personnel from NIGMS, CIT, and other organizations as necessary to redesign, develop, and enhance the Web site.
- Develop and implement a plan for regular, ongoing usability testing to produce a Web site that is easy and satisfying to use.
- Keep abreast of Web technical developments through research, attendance at conferences and seminars, and other avenues to ensure that the best, most current technologies and practices are implemented, as appropriate, on the NIGMS Web site.

Marketing and Promotion of the NIGMS Web Site

- Develop and implement a plan to market and promote awareness and use of the NIGMS Web site.
- Analyze server logs and other information to determine patterns of use and other trends on the NIGMS Web site, make recommendations to NIGMS for changes to the site in response to these patterns and trends, and implement those proposed changes that are approved.
- Participate in meetings at NIGMS, NIH, DHHS, and other parts of the Federal Government and biomedical/communications communities; serve on work groups at NIGMS and NIH as appropriate.

Special Requirements

The contractor and the Web site manager must have extensive experience in Web site design, organization, and management. The contractor and Web site manager must also have knowledge of writing for the Web and of biomedical science fields and terminology.

NIGMS reserves the right to review the resume of the proposed site manager and to interview and approve or disapprove the selection of this individual. In addition, the Web site manager must not be subject to removal by the contractor to meet the demands of other, non-NIGMS contracts.

Reporting Requirements

The contractor shall provide reports at the beginning of each month summarizing key activities that were completed or in progress during the preceding month.

Location of Work

The Web site manager role is expected to be performed on-site at the NIGMS offices in the Natcher Building on the NIH campus. The Web site manager must be on site during core work hours (9:30 to 11:00 a.m. and 1:30 to 3:30 p.m., Monday through Friday) to be available to meet with NIGMS staff members. Additional support activities may be performed at the offices of the contractor as necessary and/or appropriate.

Period of Performance

One year from date of award – target date is October 1, 2001, with options for two additional years.

Project Officer

The project officer will be Ann Dieffenbach, Public Information Officer, NIGMS.

Evaluation Criteria

Corporate Experience

- Demonstrated successful performance in executing a contract of this nature.
- Demonstrated extensive experience in Web site design, organization, and management, as well as thorough knowledge of World Wide Web technologies, trends, and applications.
- Experience in writing and editing materials for the Web on biomedical topics.
- Familiarity with hardware and software used by people with disabilities, as well as with Section 508 of the Rehabilitation Act and its application to electronic media and Web sites.

Technical/Management Approach

- Demonstrated full understanding of the goals, expectations, and technical/managerial aspects of this contract, including recognition of the variability of the work and the provision of a backup plan in the event that the Web site manager is absent.
- Evidence that the proposed Web Site Manager is capable of performing the required tasks.

Cost/Price

- While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

RFTOP# 17 TITLE: NIGMS Web Site Management

PART II - CONTRACTOR'S REPLY:

TO # _____ CONTRACT #263-01-D-0_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: FFP

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR:_____

Signature

Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM
SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX #

Signature - Project Officer

Date

APPROVED:_____

FAX #

Signature - Contracting Officer

Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE
CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:_____

Signature -Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date